



Ford Posts Record February Electrified Vehicle Sales on First Full Month of Mustang Mach-E and Strong F-150 PowerBoost Hybrid Sales; F-Series Expands Retail Sales and Share; Lincoln Navigator Delivers Best February Sales Since 2007



FEBRUARY 2021 SALES

	Total Vehicle	Truck	SUV	Car
Total U.S. Sales	163,520	88,787	66,217	8,516
Total Sales vs. Feb 2020	-14.1%	-3.6%	-10.2%	-65.2%
Retail Sales vs. Feb 2020	-1.8%	10.2%	0.2%	-56.5%

HIGHLIGHTS

- Fully electric Mustang Mach-E, Ford F-150 PowerBoost Hybrid and Escape and Explorer hybrids** pushed overall electrified vehicle sales to a **new February record** – sales were up **56.1 percent** over a year ago, with 9,267 vehicles sold.
- Mustang Mach-E sales totaled 3,739 vehicles in its first full month of sales.** Nearly 70 percent of Mach-E orders are from competitive brands, while just over one-fifth were sold in California
- Despite winter weather that impacted much of the nation's central region, F-Series gained both retail sales and share.** Thanks to the all-new F-150 and F-150 PowerBoost Hybrid, F-Series retail share expanded an estimated 5 full percentage points in the full-size pickup segment – retail sales were up 7.9 percent.
- Like January, Ford retail sales outperformed the industry again.** Ford's estimated retail share in February totaled 12.0 percent, compared to 11.7 percent last year. **Share gains** came from trucks and new product offerings of Bronco Sport and the fully electric Mustang Mach-E.
- Sales of the all-new F-150 PowerBoost Hybrid jumped 40 percent in February relative to January.** Ford and its dealers made good use of the F-150's onboard electric generator to provide power to residences in Texas.
- Ford brand SUVs had their best February retail sales in 20 years, thanks to Bronco Sport and Mustang Mach-E.** Both SUVs are turning quickly, with days-to-turn on dealer lots at just 13 days for Bronco Sport and only four days with Mach-E. **Combined sales of Mustang Mach-E and Bronco Sport are up 11.8 percent.**
- Ranger produced its best retail sales results since 2004.** Ranger retail sales expanded 7.6 percent in February and are up 6.3 percent year-to-date.
- Lincoln Navigator achieved its best February sales performance in 14 years.** Navigator sales were up 20.8 percent in February on total sales of 1,715.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford trucks, utility vehicles, and cars – increasingly including electrified versions – and Lincoln luxury vehicles; provides financial services through Ford Motor Credit Company; and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected vehicle services. Ford employs approximately 186,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

*U.S. sales volume reflects transactions with (i) retail and fleet customers (as reported by dealers), (ii) government and (iii) Ford management. Average transaction pricing based on J.D. Power and Associates PIN data.

"The all-new F-150 PowerBoost Hybrid and the fully electric Mustang Mach-E lifted Ford to an all-new February electrified vehicle sales record. The all-new Bronco Sport and Mustang Mach-E worked to deliver our best February retail Ford SUV sales in 20 years. Our newest products have been game-changers in the electrified vehicle and SUV space for both our dealers and customers."

– Andrew Frick, vice president, Ford Sales U.S. and Canada

MUST-HAVE PRODUCTS



Ford Commercial

F-650/F-750 sales more than doubled in February, with sales up 142.9 percent over last year. This represents **Ford's best February sales performance for these class 6 and 7 trucks since 1997** with sales of 1,686 trucks. Sales of Ranger to commercial customers climbed 41 percent.



Ford Trucks

The all-new **F-150 continues to post strong days-to-turn on dealer lots at 19 days.** With F-150 PowerBoost Hybrid being offered for the first time ever, truck buyers are learning of the added feature of onsite power generation and improved fuel economy. F-150 PowerBoost Hybrid sales were up 40 percent over January.



Ford SUVs

Ford Bronco Sport sales totaled 5,526 SUVs in February. Customers love the rugged styling and the expressive retro-grade design. **Bronco Sport is bringing in a more active lifestyle customer**, with 56 percent of Bronco Sport customers opting for the trailer-tow package for the mounting of accessories and towing ATVs, motorcycles and campers.



Ford Performance

The first full month of Mustang Mach-E sales totaled 3,739 vehicles and they are turning in just four days. Customers say they like the Mach-E for its styling, excellent performance and impressive technology. **Nearly 70 percent of Mach-E buyers are from competitive brands.** Mustang sales climbed 30.7 percent from January.



Lincoln SUVs

Strong retail sales gains helped to propel **Navigator volumes to levels not seen in 14 years.** Sales expanded in the southeast by 21 percent, while in the west, Navigator sales grew 12 percent. Black Label accounted for 21 percent of retail sales for the month. The new 2021 Nautilus will soon be arriving in Lincoln showrooms, further strengthening Lincoln's SUV offerings.

FORD MOTOR COMPANY FEBRUARY 2021 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-to-Date</u>		<u>%</u>
	<u>2021</u>	<u>2020</u>	<u>Change</u>	<u>2021</u>	<u>2020</u>	<u>Change</u>
SALES BY BRAND						
Ford	155,856	180,425	-13.6	291,693	328,170	-11.1
Lincoln	<u>7,664</u>	<u>9,830</u>	-22.0	<u>15,405</u>	<u>18,645</u>	-17.4
Total vehicles	163,520	190,255	-14.1	307,098	346,815	-11.5
SALES BY TYPE						
Cars	8,516	24,443	-65.2	16,212	42,321	-61.7
SUVs	66,217	73,712	-10.2	127,171	130,372	-2.5
Trucks	<u>88,787</u>	<u>92,100</u>	-3.6	<u>163,715</u>	<u>174,122</u>	-6.0
Total vehicles	163,520	190,255	-14.1	307,098	346,815	-11.5
FORD BRAND						
Fiesta	0	966	-100.0	0	2,376	-100.0
Fusion	2,219	14,719	-84.9	4,896	25,003	-80.4
GT	15	34	-55.9	22	52	-57.7
Mustang	<u>5,653</u>	<u>6,761</u>	-16.4	<u>9,977</u>	<u>11,193</u>	-10.9
Ford Cars	7,887	22,480	-64.9	14,895	38,624	-61.4
EcoSport	3,596	5,689	-36.8	7,978	9,952	-19.8
Bronco Sport	5,526	0	N/A	13,576	0	N/A
Escape	11,853	17,603	-32.7	23,043	31,737	-27.4
Mustang Mach E	3,739	0	N/A	3,977	0	N/A
Edge	6,495	12,438	-47.8	13,332	19,707	-32.3
Flex	0	912	-100.0	0	1,913	-100.0
Explorer	20,745	21,162	-2.0	38,840	37,453	3.7
Expedition	<u>7,228</u>	<u>8,041</u>	-10.1	<u>12,337</u>	<u>14,662</u>	-15.9
Ford SUVs	59,182	65,845	-10.1	113,083	115,424	-2.0
F-Series	64,478	65,404	-1.4	119,754	123,914	-3.4
Ranger	6,954	7,213	-3.6	13,056	13,226	-1.3
E-Series	3,956	3,789	4.4	6,992	6,827	2.4
Transit	9,189	12,626	-27.2	16,687	23,740	-29.7
Transit Connect	2,524	2,374	6.3	4,539	5,202	-12.7
Heavy trucks	<u>1,686</u>	<u>694</u>	142.9	<u>2,687</u>	<u>1,213</u>	121.5
Ford Trucks	<u>88,787</u>	<u>92,100</u>	-3.6	<u>163,715</u>	<u>174,122</u>	-6.0
Ford Brand	155,856	180,425	-13.6	291,693	328,170	-11.1
LINCOLN BRAND						
MKZ	398	1,436	-72.3	823	2,629	-68.7
Continental	<u>231</u>	<u>527</u>	-56.2	<u>494</u>	<u>1,068</u>	-53.7
Lincoln Cars	629	1,963	-68.0	1,317	3,697	-64.4
Corsair/MKC	2,116	2,286	-7.4	4,135	4,168	-0.8
Nautilus/MKX	1,589	2,145	-25.9	3,329	3,905	-14.8
MKT	0	38	-100.0	0	90	-100.0
Aviator	1,615	1,978	-18.4	3,554	4,118	-13.7
Navigator	<u>1,715</u>	<u>1,420</u>	20.8	<u>3,070</u>	<u>2,667</u>	15.1
Lincoln SUVs	<u>7,035</u>	<u>7,867</u>	-10.6	<u>14,088</u>	<u>14,948</u>	-5.8
Lincoln Brand	7,664	9,830	-22.0	15,405	18,645	-17.4

CONTACT

Said Deep
 313.594.0942
sdeep@ford.com